

Abstract 251

TITLE: Partnerships to Prevent HIV: How Public Health and Other Organizations Can Engage The Private Sector to Prevent HIV/AIDS

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ISSUE: Public health professionals and AIDS Service Organizations (ASOs) often miss opportunities to raise community awareness concerning HIV/AIDS prevention and reach at-risk populations because they lack the experience and tools to deal effectively with the Private Sector".

SETTING: The Business Responds to AIDS (BRTA) and Labor Responds to AIDS Programs (LRTA) were established by the Centers for Disease Control and Prevention, Atlanta, GA in 1992 to provide businesses, labor groups, and others with the technical assistance and materials necessary to distribute innovative and comprehensive HIV/AIDS prevention programs in the workplace.

PROJECT: The BRTA/LRTA Program materials and CDC Business and Labor Resource Service (CDC BLRS) are offered through the CDC National Prevention Information Network (CDC NPIN). The service offers both the CDC Manager's Kits and the CDC Labor Leaders Kits, which are comprehensive resources that cover all five components of the CDC BRTA/LRTA programs. Trained specialists can help identify education materials (brochures, posters, etc.) suitable for the workplace. An additional focus of the BRTA/LRTA Programs is to offer representatives from public health and HIV/AIDS organizations guidance on effective techniques to engage the business and labor sectors in HIV prevention efforts. Because these sectors possess significant expertise and resources, it is essential that they become engaged in local, regional, and national efforts to prevent HIV.

RESULTS: CDC Business Responds to AIDS Manager Kits distributed in 1998 - 7,642. CDC Labor Responds to AIDS Labor Leader Kits distributed in 1998 - 1,236. The CDC BLRS staff handles approximately 400 requests for information and technical assistance on workplace HIV issues per month. The proposed workshop and discussion panelists will provide presentations on: 1) an overview of the BRTA/LRTA Program materials and five components (refer to the 1998 CDC Manager's Kit and the 1998 CDC Labor Leader Kit), 2) presentation on the techniques necessary to form effective alliances between HIV prevention organizations and the private sectors, 3) information and discussion from an attorney and person living and working with HIV concerning the latest workplace trends in HIV and the complicated legal and ethical issues that need to be addressed by public health professionals in order to assist private sector representatives with HIV/AIDS issues.

LESSONS LEARNED: The tremendous success in this national model should convince more public health departments and AIDS Service Organizations to develop and promote a workplace tract within their HIV/AIDS education departments and consider becoming more involved with the CDC's BRTA/LRTA Programs.

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